



THE MARKETING MEMO

July 2005

Marketing Branch

Division of Marketing Services

California Department of Food and Agriculture

1220 N St., Sacramento, CA 95814

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PROGRAM ISSUES

RAISIN ADMINISTRATIVE COMMITTEE/CA RAISIN MARKETING BOARD NAMES NEW PRESIDENT:

At its meeting on June 22, the Raisin Administrative Committee (RAC) appointed Ron Worthley as its President. Mr. Worthley, who has been the interim President for several months, has worked for the RAC since 1970 and has previously served as its interim President on two occasions. Under the terms of the current MOU between the RAC and the California Raisin Marketing Board (CRMB), the President of the RAC is also the President of the CRMB.

CALIFORNIA RICE RESEARCH BOARD CONTINUED:

In June, the Marketing Branch conducted a 30-day referendum among rice producers to consider whether or not the California Rice Research Program should be terminated or continued. The Program requires that if a majority by number of those producers voting in the referendum has voted in favor of continuation, the Department shall continue the Program. Of the 649 ballots that were cast, 612 or 94.3% of the votes were in favor of the continuation. Therefore, the Department concluded that the California Rice Research Program should continue another five years through August 31, 2010. If you have any questions, please contact Kathy Diaz-Cretu of the Marketing Branch at 916-341-6005.

ADMINISTRATIVE ISSUES

ETHICS TRAINING CERTIFICATION PROCEDURES FOR MARKETING ORDERS, AGREEMENTS, AND COUNCILS:

Just a reminder that marketing orders, agreements, and councils are still required to complete ethics training. First time appointed members and alternate members must complete the training and file a certification with your program within 6 months of assuming their position. All other members and alternates need to complete ethics training and file the appropriate certification every 2 calendar years thereafter. Program Executives must retain the signed original certificates. Please note that CDFA does not collect this information from commissions, even though commission members and alternates are required to complete ethics orientation.

If you have any questions regarding the process, please contact Darwin Spring at the LDC, 916-445-2882, or email: dspring@cdfa.ca.gov.

TABLE OF DUE DATES:

As a reminder of upcoming due dates, we are providing the following Table. Please call your Economist/Analyst at 916-341-6005 if you have any questions.

TABLE OF DUE DATES		
Item	Applies To:	Due Date
Balance of Accounts Report as of June 30 (Branch will supply form)	Marketing Orders, Agreements and Councils	August 5, 2005 A letter along with the form will be sent out this month.
Quarterly Contract Report	Marketing Orders, Agreements and Councils	Qtr 1, 2005 (January – March 2005) Was Due: April 29, 2005 Qtr 2, 2005 (April – June 2005) Due: July 30, 2005
Ethics Training	Marketing Orders, Agreements and Councils	Members must complete the training in the time frames below and submit the certification to their marketing program executive: <ul style="list-style-type: none"> • New members: within six months of assuming their position. • Continuing members: every two calendar years. Program Executives must retain the signed original certificates. A list of board members and alternates with the dates they completed the orientation, must be sent to the CDFA Learning and Development Center. Point of contact is Darwin Spring, 916-445-2882.
Member Lists	Marketing Orders, Agreements, Councils, and Commissions	As soon as possible after any changes. Please be sure to include individual contact information: addresses, phone numbers and e-mail addresses.
Financial Audits	Marketing Orders, Agreements and Councils	Three copies due to Branch 30 days after completion.

GENERAL INFORMATION**POLICY REVISION SUBCOMMITTEE TO HOLD FIRST MEETING:**

The Marketing Branch will hold the first meeting of the new Policy Revision Subcommittee in early August. The subcommittee will be working along with Deanna Marquart of Marquart Policy Analysis Associates to revise our current policy manuals. Attached is a listing of the Policy Revision Subcommittee members.

FAIR TIME SCHOOL TOUR PROGRAM – DONATIONS NEEDED:

This year the California State Fair will start their new Fair Time School Tour Program that is tailored for kindergarten through fifth grade students. Fair Time School Tours will take place every Tuesday at 9:30 a.m. prior to the fair opening.

Announcements will be distributed to semi year-round and year-round schools. The Tours will include a brief introduction and then students will be given a workbook that will guide them through The Farm. Approximately 1000 students will tour The Farm per day. The Subcommittee for this project is asking for donations for goodie bags (donation suggestions are listed below) to be distributed to the students participating in the tour. A total of 3000 items are requested. If your program is interested in donating any items for the Fair Time School Tour Program please contact Teresa McIntire with the California State Fair at: 916-263-3000.

<u>DONATION SUGGESTIONS</u>		
Rulers	Raisins	Seed Packets
Pencils	Fruit Cups or Rolls	Water Lanyards
Crayons	Juice Boxes	Tatoos – Rub on
Bookmarks	Packaged Dried Fruit	Water Bottles
Book Covers	Honey Sticks	Plastic Utensils
Activity Books	Straws	Coloring Books
Milk Cheese Sticks	Commodity Pamphlets	

MARKETING PROGRAM AND MARKETING BRANCH JOB ANNOUNCEMENTS:

We routinely include notices of job openings with California marketing programs and other agricultural organizations in the Marketing Memo. Please contact Beth Jensen at 916-341-6005, or via e-mail at bjensen@cdfa.ca.gov to include information in this section.

CHIEF EXECUTIVE OFFICER, CALIFORNIA LETTUCE RESEARCH BOARD

The California Lettuce Research Board is seeking applications for the position of Chief Executive Officer. Skills required include: administration, communication, planning, finance, and experience with agricultural research. The position requires a bachelor's degree in an agricultural discipline and at least 5 years of work experience in a management position. Salary will be commensurate with education and qualifications. A detailed outline of the job description is available on the Board's web site at www.calettuceresearchboard.org. To apply for this position, submit resume to the California Lettuce Research Board, c/o Ed Kurtz, 512 Pajaro Street, Salinas, CA 93901. Materials must be postmarked by August 15, 2005.

PEST DETECTION ADVISORY

Attached is the Pest Detection Advisory of current pests affecting California agricultural products. If you have questions regarding this listing, please contact the CDFA Pest Detection Branch at 916-654-1211.

MARKET ENFORCEMENT ADVISORY:

Attached is the Market Enforcement Advisory Notice for June 2005. If you have questions regarding the notice, please contact the CDFA Market Enforcement Branch at 916-341-6276.